

**Davis, Georgina L**

---

**From:** Vaughan, Vicki L  
**Sent:** Monday, May 18, 2015 3:54 PM  
**To:** Butcher, Loarie H  
**Cc:** Davis, Georgina L  
**Subject:** FW: PGA

Robin's input

**From:** Tourism I-64 W Welcome Center  
**Sent:** Sunday, May 17, 2015 3:48 PM  
**To:** Vaughan, Vicki L  
**Subject:** RE: PGA

I have been looking through our stuff and I cannot find a record of how many we used in the past. I did read over the emails / notes for suggestions and found notes to bring clear plastic bags instead of our regular bags and more mints! There was also a note for different trinkets...sunscreen, bug spray, fans.

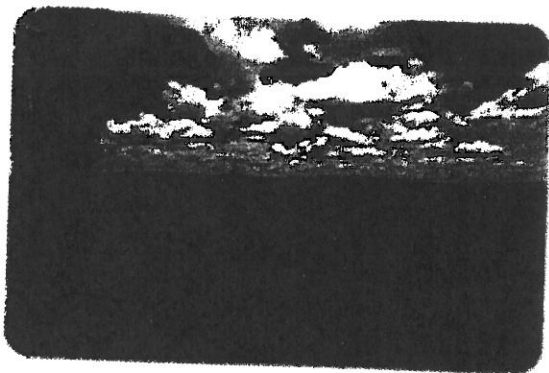
We had many visitors to the booth comment they had their lanyards from the previous year.... We did not seem to giveaway as many as in the years past. Does anyone have a list of what was ordered in 2012, 2013 or 2014? I would want to check that number if it was available anywhere? I know we had several boxes but I am second guessing a good number to order... I would rather have to many and use for another event...

Hope this helps,  
Robin

### **I-64 Westbound WV Welcome Center**

Wild, Wonderful West Virginia  
P.O. Box 550 | Mile Marker 179 | White Sulphur Springs, WV 24986  
#GoToWV | (304) 536-4553  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [Pinterest](#)

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### **PRIVILEGED AND CONFIDENTIAL COMMUNICATION**

The information transmitted in this email is intended only for the person or entity to whom it is addressed and may contain confidential and/or privileged material. Any use of this information other than by the intended recipient is prohibited. If you receive this message in error, please send a reply e-mail to the sender and delete the material from any and all computers.

**From:** Vaughan, Vicki L  
**Sent:** Monday, May 11, 2015 10:41 AM  
**To:** Tourism I-64 W Welcome Center  
**Subject:** PGA

What is your best guess on how many lanyards and sleeves we need for the PGA... We have 2,500.... How many more would you order?

**Vicki Vaughan | Customer Service Director**  
Wild, Wonderful West Virginia  
90 MacCorkle Avenue, SW | South Charleston, WV 25303  
#GoToWV | (304) 957-9225  
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**Davis, Georgina L**

---

**From:** Davis, Georgina L  
**Sent:** Tuesday, June 16, 2015 12:14 PM  
**To:** Butcher, Loarie H  
**Subject:** PGA Items

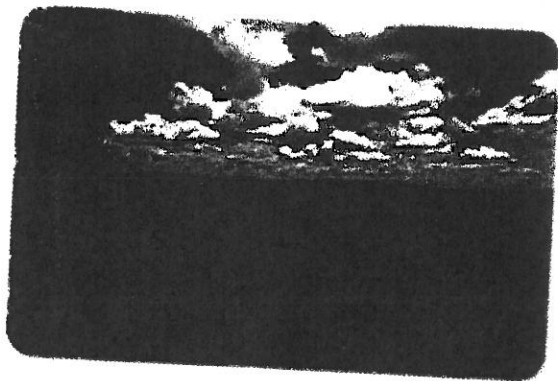
Rick has these in a pile for you.....You have the following to take:

2500 golf tees  
10,000 clear bags  
300 kids sunglasses  
5,000 lanyards  
2,000 small lanyards  
7,000 sleeves  
400 bobbers  
1,000 fans

*Georgie*

Georgina Davis | Administration  
Wild, Wonderful West Virginia  
90 MacCorkle Avenue, SW | South Charleston, WV 25303  
#GoToWV | (304) 957-9339  
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**Davis, Georgina L**

---

**From:** Butcher, Loarie H  
**Sent:** Wednesday, April 8, 2015 9:33 AM  
**To:** Davis, Georgina L  
**Subject:** FW: State of WV Invoice  
**Attachments:** State of WV Invoice 2015 \$500,000.pdf; ATT00001.htm

Attached is the Greenbrier invoice. Please put on your calendar to start the process to pay this invoice first of June, maybe even end of May since we had so many issues the last time. I think it looks ok. Let me know if you see any issues.

Thank You.

Loarie



OLD WHITE CHARITIES  
THE GREENBRIER CLASSIC  
300 WEST MAIN STREET  
WHITE SULPHUR SPRINGS, WV 24986  
(304) 536-1110

# Invoice

Page:

Invoice Number: 0000202-IN

Invoice Date: 8/15/2015

Salesperson: 0001

Tax Schedule: DEFAULT

Customer Number: 00-0000076

Customer P.O.:

Ship VIA:

Terms: No Terms

State of West Virginia

Contact:

Item Code	Description	UM	Quantity	Price	Amount
11	State of WV - 2015 Gbr Classic Sponsorship				830,000.00

GAX 1600045294

✓LHB 10/11

Net Invoice:	930,000.00
Freight:	0.00
Sales Tax:	0.00
Invoice Total:	930,000.00

State of West Virginia  
Purchasing Division  
**AGREEMENT**

Purchase Order # TOR4981WVFIMS Account # 3067-2016-7511-61800

TEAM Vendor # \_\_\_\_\_

WVFIMS Vendor # 000000166506 Oasis #

I, Old White Charities, Inc., 300 W Main Street, White Sulphur Springs, WV, agree to perform the following services  
for WV Division of Tourism at 90 MacCorkle Avenue, SW, So Chas, WV  
(Agency) (Name and address) (Location)

Presenting Partner Sponsorship of The Greenbrier Classic Golf Tournament.  
(Detailed description of services to be performed)

Date(s) of Service: from June 1, 2015to October 15, 2015The rate of pay shall be \$930,000.00per N/A

\$ N/A for the entire term of the contract. not to exceed

**NOTE:** Any anticipated travel must be incorporated into the vendor's fee. No travel will be reimbursed by the State and is the sole responsibility of the vendor. The following certification must be completed and signed if the vendor is a full-time employee of the State of West Virginia.

Please check the appropriate box below:

- ☒ I am not currently a full-time employee of the State of West Virginia;  
☐ I am currently a full-time employee of the State of West Virginia (complete certification below).

It is hereby certified that the services to be performed under this agreement will not interfere with or detract from the full-time duties of the employee and the amount of annual compensation received by \_\_\_\_\_ (above named vendor) from the State of West Virginia for full-time employment during the current fiscal year will be \$ \_\_\_\_\_. The vendor serves as \_\_\_\_\_ with the title of \_\_\_\_\_, certified by \_\_\_\_\_ (Supervisor's Signature)

**GENERAL TERMS AND CONDITIONS:** The General Terms and Conditions for Agency Delegated Master Terms and Conditions located on the Purchasing Division's website at <http://www.state.wv.us/admin/purchase/TCA.pdf>, ("Terms and Conditions") are hereby made a part of this agreement and are specifically incorporated herein by reference. By signing this agreement, Vendor certifies that it has reviewed the Terms and Conditions, fully understands them, and agrees to be bound by their provisions.

**APPROVED BY:**Agency West Virginia Division of Tourism

[Signature]  
(Signature of Agency)  
8/28/15  
(Date)

Vendor Old White Charities, Inc.

[Signature]  
(Vendor's Signature)  
27-1569963  
9-29-2015  
(Date)

RFQ No. \_\_\_\_\_

STATE OF WEST VIRGINIA  
Purchasing Division**PURCHASING AFFIDAVIT**

**MANDATE:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**DEFINITIONS:**

**"Debt"** means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

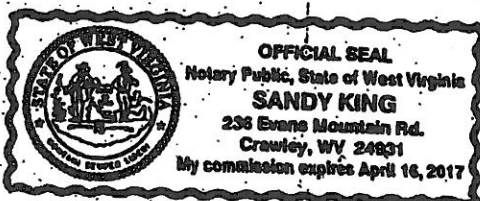
Vendor's Name: De White Christies, Inc.  
Authorized Signature: [Signature] Date: 4-9-2015

State of West Virginia  
County of Greenbrier, to-wit:

Taken, subscribed, and sworn to before me this 9 day of April, 2015.  
My Commission expires April 16, 2017.

AFFIX SEAL HERE

NOTARY PUBLIC



[Signature]  
Purchasing Affidavit (Revised 07/01/2012)



88 DAYS 14 HOURS 7 MINS 18 SECS

ENTER EMAIL FOR E-NEWS

ADD

SEARCH

Navigate to ...

JUNE 29 ~ JULY 5, 2015 • THE OLD WHITE TPC • WHITE SULPHUR SPRINGS, WV

## TOURNAMENT INFO

### TOURNAMENT INFO

**THANK YOU** to the hundreds of thousands of spectators, sponsors and volunteers that graced the paths of The Old White TPC during the 2014 Greenbrier Classic. Without your dedication and support The Greenbrier Classic would not be the *Event of the Summer* on the PGA TOUR.

Angel Cabrera made his first appearance at The Greenbrier Classic and ended up winning for the first time since the 2009 Masters with a final round score of 64. Nestled in the Allegheny Mountains, The Old White TPC, which he blistered for a winning total of 16 under, reminded Cabrera of the Sierras Chicas, or the "little mountains," back home in Cordoba where he learned the game.

Cabrera was solid off the tee, precise with his irons and deadly with the putter all week on the C.B. McDonald gem. When asked about his week, Cabrera said "this was a great opportunity -- The truth of the matter is I just had a great week, and I've just been working very hard to get to this moment, and I'm very, very happy".

The official PGA TOUR FedEx Cup event will return to The Greenbrier's Old White TPC Course on June 29 - July 5, 2015 with a field of 156 PGA TOUR professionals competing for a \$6.7 million purse. We will be honored to welcome back the players and fans of the PGA TOUR to The Greenbrier Classic.

Join us next year for what promises to be another spectacular event combining great golf and incredible concerts, it's the most anticipated stop on the PGA TOUR and the summer's hottest ticket. Once again we will celebrate America's Birthday on The Fourth of July at America's Resort, The Greenbrier.

## PRESENTING PARTNERS



SEARCH

# West Virginia Secretary of State — Online Data Services

## Business and Licensing

### Online Data Services Help

### Business Organization Detail

**NOTICE:** The West Virginia Secretary of State's Office makes every reasonable effort to ensure the accuracy of information. However, we make no representation or warranty as to the correctness or completeness of the information. If information is missing from this page, it is not in the The West Virginia Secretary of State's database.

### OLD WHITE CHARITIES, INC.

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
C   Corporation	12/29/2009		12/29/2009	Domestic	Non-Profit			

Organization Information			
Business Purpose		Capital Stock	
Charter County	Greenbrier	Control Number	99HXQ
Charter State	WV	Excess Acres	
At Will Term		Member Managed	
At Will Term Years		Par Value	
Authorized Shares			



<b>Addresses</b>	
Type	Address
Local Office Address	300 W. MAIN STREET ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986
Mailing Address	300 W. MAIN ST. ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986 USA
Notice of Process Address	CT CORPORATION SYSTEM 5400 D BIG TYLER ROAD CHARLESTON, WV, 25313
Principal Office Address	300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986 USA
Type	Address

<b>Officers</b>	
Type	Name/Address
Director	JAMES C. JUSTICE II 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
Director	JAMES C. JUSTICE III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
Incorporator	JOHN F. ALLEVATO SPILMAN THOMAS & BATTLE, PLLC P.O. BOX 273, 300 KANAWHA BLVD. EAST CHARLESTON, WV, 25321 USA
President	JAMES C. JUSTICE, II 300 W. MAIN STREET SHITE SULPHUR SPRINGS, WV, 24986
Secretary	CATHY L. JUSTICE 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
Treasurer	JAMES C. JUSTICE, III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
Vice-President	

CATHY L. JUSTICE  
300 W. MAIN STREET  
WHITE SULPHUR SPRINGS, WV, 24986

Type

Name/Address

### Annual Reports

Date	Filed For
10/23/2014	2015
4/16/2013	2014
6/19/2012	2013
2/22/2011	2012
10/29/2010	2011
Date	Filed For

For more information, please contact the Secretary of State's Office at 304-558-8000.

Wednesday, April 1, 2015 — 10:59 AM

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# Invoice

Page: 1

OLD WHITE CHARITIES  
THE GREENBRIER CLASSIC  
300 WEST MAIN STREET  
WHITE SULPHUR SPRINGS, WV 24986  
(304) 536-1110

## RECEIVED

JUL 09 2015

DIVISION OF TOURISM  
ADMINISTRATION

Invoice Number: 0000120-IN

Invoice Date: 6/16/2015

Salesperson: 0001

Tax Schedule: DEFAULT

State of West Virginia

Customer Number: 00-0000076

Customer P.O.:

Ship VIA:

Contact:

Terms: Due upon receipt

Item Code	Description	UM	Quantity	Price	Amount
11	State of WV Sponsorship				500,000.00

GAX 1600004795

HB 7/10

Net Invoice:	500,000.00
Freight:	0.00
Sales Tax:	0.00
Invoice Total:	500,000.00

State of West Virginia  
Purchasing Division  
**AGREEMENT**

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WVFIMS Vendor # 000000166506 Oasis # \_\_\_\_\_

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(Agency) (Name and address) (Location)

Presenting Partner Sponsorship of The Greenbrier Classic Golf Tournament.  
(Detailed description of services to be performed)

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\$ N/A for the entire term of the contract. not to exceed

**NOTE:** Any anticipated travel must be incorporated into the vendor's fee. No travel will be reimbursed by the State and is the sole responsibility of the vendor. The following certification must be completed and signed if the vendor is a full-time employee of the State of West Virginia.

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(Supervisor's Signature)

**GENERAL TERMS AND CONDITIONS:** The General Terms and Conditions for Agency Delegated Master Terms and Conditions located on the Purchasing Division's website at <http://www.state.wv.us/admin/purchase/TCA.pdf>, ("Terms and Conditions") are hereby made a part of this agreement and are specifically incorporated herein by reference. By signing this agreement, Vendor certifies that it has reviewed the Terms and Conditions, fully understands them, and agrees to be bound by their provisions.

**APPROVED BY:**Agency West Virginia Division of Tourism

(Authorized Signature of Agency)

(Title)

(Date)

Vendor

(Vendor's Signature)

(Social Security or EIN)

(Date)

RFQ No. \_\_\_\_\_

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Purchasing Division**PURCHASING AFFIDAVIT**

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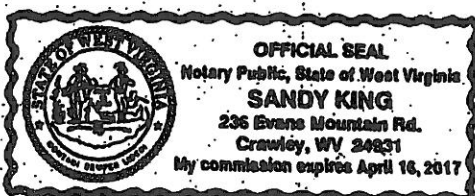
**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

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**WITNESS THE FOLLOWING SIGNATURE:**Vendor's Name: Ho White Charles, Inc.Authorized Signature: [Signature] Date: 4-9-2015State of West VirginiaCounty of Greenbrier, to-wit:Taken, subscribed, and sworn to before me this 9 day of April, 2015.My Commission expires April 16, 2017.

AFFIX SEAL HERE

NOTARY PUBLIC



[Signature]  
Purchasing Affidavit (Revised 07/01/2012)



88 14 7 18  
DAYS HOURS MINS SECS

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Navigate to ...

JUNE 29 ~ JULY 5, 2015 • THE OLD WHITE TPC • WHITE SULPHUR SPRINGS, WV

## TOURNAMENT INFO

### TOURNAMENT INFO

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## PRESENTING PARTNERS

**EAT•N**

Powering Business Worldwide

The  
*Greenbrier*  
AMERICA'S RESORT



SEARCH

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# West Virginia Secretary of State — Online Data Services

## Business and Licensing

### Online Data Services Help

### Business Organization Detail

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### OLD WHITE CHARITIES, INC.

Organization Information									
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason	
C   Corporation	12/29/2009		12/29/2009	Domestic	Non-Profit				

Organization Information			
Business Purpose		Capital Stock	
Charter County	Greenbrier	Control Number	99HXQ
Charter State	WV	Excess Acres	
At Will Term		Member Managed	
At Will Term Years		Par Value	
Authorized Shares			



<b>Addresses</b>	
<b>Type</b>	<b>Address</b>
<b>Local Office Address</b>	300 W. MAIN STREET ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986
<b>Mailing Address</b>	300 W. MAIN ST. ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986 USA
<b>Notice of Process Address</b>	CT CORPORATION SYSTEM 5400 D BIG TYLER ROAD CHARLESTON, WV, 25313
<b>Principal Office Address</b>	300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986 USA
<b>Type</b>	<b>Address</b>

<b>Officers</b>	
<b>Type</b>	<b>Name/Address</b>
<b>Director</b>	JAMES C. JUSTICE II 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
<b>Director</b>	JAMES C. JUSTICE III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
<b>Incorporator</b>	JOHN F. ALLEVATO SPILMAN THOMAS & BATTLE, PLLC P.O. BOX 273, 300 KANAWHA BLVD. EAST CHARLESTON, WV, 25321 USA
<b>President</b>	JAMES C. JUSTICE, II 300 W. MAIN STREET SHITE SULPHUR SPRINGS, WV, 24986
<b>Secretary</b>	CATHY L. JUSTICE 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
<b>Treasurer</b>	JAMES C. JUSTICE, III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
<b>Vice-President</b>	

CATHY L. JUSTICE  
300 W. MAIN STREET  
WHITE SULPHUR SPRINGS, WV, 24986

Type

Name/Address

**Annual Reports**

Date	Filed For
10/23/2014	2015
4/16/2013	2014
6/19/2012	2013
2/22/2011	2012
10/29/2010	2011
Date	Filed For

For more information, please contact the Secretary of State's Office at 304-558-8000.

Wednesday, April 1, 2015 — 10:59 AM

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# Invoice

Page:

1

LD WHITE CHARITIES  
10 WEST MAIN STREET  
HITE SLPHUR SPRINGS, WV 24986  
04) 536-1110

Invoice Number: 0000035-IN

Invoice Date: 3/26/2015

Salesperson: 0001

Tax Schedule: DEFAULT

ate of West Virginia

Customer Number: 00-0000076

Customer P.O.:

Ship VIA:

Terms: Due upon receipt

ntact:

Item Code	Description	UM	Quantity	Price	Amount
	Presenting Partners				
	The Greenbrier Classic/Presenting Partners				500,000.00

# RECEIVED

APR 01 2015

DIVISION OF TOURISM  
ADMINISTRATION

GAX 1500174945

✓ LHB 4/2

Net Invoice:	500,000.00
Freight:	0.00
Sales Tax:	0.00
Invoice Total:	500,000.00

**Davis, Georgina L**

---

**From:** Butcher, Loarie H  
**Sent:** Thursday, June 04, 2015 4:35 PM  
**To:** Davis, Georgina L  
**Subject:** Invoice

Hey

I think we should be able to use the same WV48 PGA doc for their second payment. Will you make sure and change the accounting information for our file on the one we scanned. It should have said 2014 instead of 2015. The second payment will come out of 2016 61800. So, I say we make that change, I will initial. Let me know if you see any issues but I don't think we need to do another one and have them sign since the amount is staying the same.

**Loarie H. Butcher | Deputy Commissioner of Tourism**

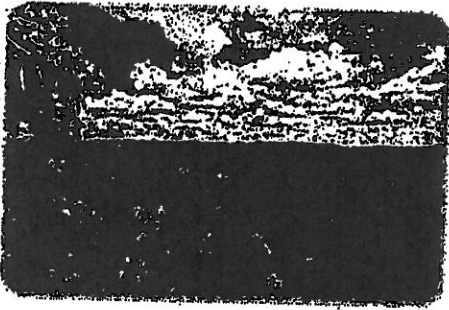
Wild, Wonderful West Virginia

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**PRIVILEGED AND CONFIDENTIAL COMMUNICATION**

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State of West Virginia  
Purchasing Division  
**AGREEMENT**

Purchase Order # TOR4981WVFIMS Account # 3067-2015-7511-61800

TEAM Vendor # \_\_\_\_\_

WVFIMS Vendor # 000000166506 Oasis # \_\_\_\_\_

I, Old White Charities, Inc., 300 W Main Street, White Sulphur Springs, WV, agree to perform the following services  
for WV Division of Tourism at 90 MacCorkle Avenue, SW, So Chas, WV  
(Agency) (Name and address) (Location)

Presenting Partner Sponsorship of The Greenbrier Classic Golf Tournament.  
(Detailed description of services to be performed)

Date(s) of Service: from June 1, 2015 to October 15, 2015

The rate of pay shall be \$500,000.00 per N/A not to exceed  
\$ N/A for the entire term of the contract.

**NOTE:** Any anticipated travel must be incorporated into the vendor's fee. No travel will be reimbursed by the State and is the sole responsibility of the vendor. The following certification must be completed and signed if the vendor is a full-time employee of the State of West Virginia.

Please check the appropriate box below:

- ☒ I am not currently a full-time employee of the State of West Virginia;  
☐ I am currently a full-time employee of the State of West Virginia (complete certification below).

It is hereby certified that the services to be performed under this agreement will not interfere with or detract from the full-time duties of the employee and the amount of annual compensation received by \_\_\_\_\_ (above named vendor) from the State of West Virginia for full-time employment during the current fiscal year will be \$ \_\_\_\_\_. The vendor serves as \_\_\_\_\_ with the title of \_\_\_\_\_, certified by \_\_\_\_\_  
(Position) (Supervisor's Signature)

**GENERAL TERMS AND CONDITIONS:** The General Terms and Conditions for Agency Delegated Master Terms and Conditions located on the Purchasing Division's website at <http://www.state.wv.us/admin/purchase/TCA.pdf>, ("Terms and Conditions") are hereby made a part of this agreement and are specifically incorporated herein by reference. By signing this agreement, Vendor certifies that it has reviewed the Terms and Conditions, fully understands them, and agrees to be bound by their provisions.

**APPROVED BY:**Agency West Virginia Division of Tourism

[Signature]  
(Authorized Signature of Agency)  
[Signature]  
(Title)  
4/2/15  
(Date)

Vendor

Old White Charities, Inc.  
[Signature]  
(Vendor's Signature)  
27-1567963  
(Social Security or EIN)  
4-9-2015  
(Date)

RFQ No. \_\_\_\_\_

STATE OF WEST VIRGINIA  
Purchasing Division

# PURCHASING AFFIDAVIT

**MANDATE:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

## DEFINITIONS:

**"Debt"** means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

## WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: De White Charles, Inc.

Authorized Signature: [Signature] Date: 4-9-2015

State of West Virginia

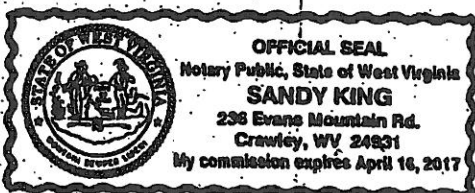
County of Greenbrier, to-wit:

Taken, subscribed, and sworn to before me this 9 day of April, 2015.

My Commission expires April 16, 2017.

AFFIX SEAL HERE

NOTARY PUBLIC



[Signature]  
Purchasing Affidavit (Revised 07/01/2012)



88 14 7 18  
DAYS HOURS MINS SECS

ENTER EMAIL FOR E-NEWS

ADD

SEARCH

Navigate to ...

JUNE 29 ~ JULY 5, 2015 • THE OLD WHITE TPC • WHITE SULPHUR SPRINGS, WV

## TOURNAMENT INFO

### TOURNAMENT INFO

**THANK YOU** to the hundreds of thousands of spectators, sponsors and volunteers that graced the paths of The Old White TPC during the 2014 Greenbrier Classic. Without your dedication and support The Greenbrier Classic would not be the *Event of the Summer* on the PGA TOUR.

Angel Cabrera made his first appearance at The Greenbrier Classic and ended up winning for the first time since the 2009 Masters with a final round score of 64. Nestled in the Allegheny Mountains, The Old White TPC, which he blistered for a winning total of 16 under, reminded Cabrera of the Sierras Chicas, or the "little mountains," back home in Cordoba where he learned the game.

Cabrera was solid off the tee, precise with his irons and deadly with the putter all week on the C.B. McDonald gem. When asked about his week, Cabrera said "this was a great opportunity -- The truth of the matter is I just had a great week, and I've just been working very hard to get to this moment, and I'm very, very happy".

The official PGA TOUR FedEx Cup event will return to The Greenbrier's Old White TPC Course on June 29 - July 5, 2015 with a field of 156 PGA TOUR professionals competing for a \$6.7 million purse. We will be honored to welcome back the players and fans of the PGA TOUR to The Greenbrier Classic.

Join us next year for what promises to be another spectacular event combining great golf and incredible concerts, it's the most anticipated stop on the PGA TOUR and the summer's hottest ticket. Once again we will celebrate America's Birthday on The Fourth of July at America's Resort, The Greenbrier.

## PRESENTING PARTNERS



SEARCH



**West Virginia Secretary of State — Online Data Services****Business and Licensing****Online Data Services Help****Business Organization Detail**

**NOTICE:** The West Virginia Secretary of State's Office makes every reasonable effort to ensure the accuracy of information. However, we make no representation or warranty as to the correctness or completeness of the information. If information is missing from this page, it is not in the The West Virginia Secretary of State's database.

**OLD WHITE CHARITIES, INC.**

<b>Organization Information</b>								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
C   Corporation	12/29/2009		12/29/2009	Domestic	Non-Profit			

<b>Organization Information</b>			
<b>Business Purpose</b>		<b>Capital Stock</b>	
<b>Charter County</b>	Greenbrier	<b>Control Number</b>	99HXQ
<b>Charter State</b>	WV	<b>Excess Acres</b>	
<b>At Will Term</b>		<b>Member Managed</b>	
<b>At Will Term Years</b>		<b>Par Value</b>	
<b>Authorized Shares</b>			

<b>Addresses</b>	
<b>Type</b>	<b>Address</b>
<b>Local Office Address</b>	300 W. MAIN STREET ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986
<b>Mailing Address</b>	300 W. MAIN ST. ATT: CHARLES A. HENTHORN WHITE SULPHUR SPRINGS, WV, 24986 USA
<b>Notice of Process Address</b>	CT CORPORATION SYSTEM 5400 D BIG TYLER ROAD CHARLESTON, WV, 25313
<b>Principal Office Address</b>	300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986 USA
<b>Type</b>	<b>Address</b>

<b>Officers</b>	
<b>Type</b>	<b>Name/Address</b>
<b>Director</b>	JAMES C. JUSTICE II 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
<b>Director</b>	JAMES C. JUSTICE III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
<b>Incorporator</b>	JOHN F. ALLEVATO SPILMAN THOMAS & BATTLE, PLLC P.O. BOX 273, 300 KANAWHA BLVD. EAST CHARLESTON, WV, 25321 USA
<b>President</b>	JAMES C. JUSTICE, II 300 W. MAIN STREET SHITE SULPHUR SPRINGS, WV, 24986
<b>Secretary</b>	CATHY L. JUSTICE 300 W. MAIN STREET WHITE SULPHUR SPRINGS, WV, 24986
<b>Treasurer</b>	JAMES C. JUSTICE, III 302 S. JEFFERSON ST. ROANOKE, VA, 24011
<b>Vice-President</b>	



CATHY L. JUSTICE  
300 W. MAIN STREET  
WHITE SULPHUR SPRINGS, WV, 24986

Type

Name/Address

### Annual Reports

Date	Filed For
10/23/2014	2015
4/16/2013	2014
6/19/2012	2013
2/22/2011	2012
10/29/2010	2011
Date	Filed For

For more information, please contact the Secretary of State's Office at 304-558-8000.

Wednesday, April 1, 2015 — 10:59 AM

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**State of West Virginia  
Travel Expense Account Settlement**

[illegible]

I certify that these costs incurred were in connection with my assigned duties, are true, accurate and actual, and do not reflect any costs or expenses reimbursed or to be reimbursed from any other source.

Lois H. Dutcher  
Traveler's Signature

I certify that I have personally examined and approved this Travel Expense Account Settlement. The terms of expense are reasonable and correspond to the assigned duties of the traveler. The terms of expense further meet all State of West Virginia Travel Regulations and are within the budget of this spending unit.

7/28/15  
Date

*[Signature]*  
Approval Supervisor/Department Head  
Date 8/6/15

*[Signature]*  
Approval Agency Head/Designee  
Date 8/7/15

**EXXON EXPRESS PAY**

STOP IN FOOD STORE 1  
FG54111405001  
HC 30 BOX 102E  
CALDWELL, WV  
24925  
07/26/2015 446221027  
02:58:55 PM

**[REDACTED]**  
BOICHER/LOARIE H  
INVOICE 058903  
AUTH 026009

PUMP# 5  
Regular 11.205G  
PRICE/GAL \$2.599  
FUEL TOTAL \$ 29.12  
CREDIT \$ 29.12

=====

Customer-activated Purchase/Capture  
Site #: 000000004722989  
Shift Number 2  
Sequence Number 27645  
APPROVED 026009

4722989 for Exxon Survey

**State of West Virginia  
Travel Expense Account Settlement**

[illegible]

I certify that these costs incurred were in connection with my assigned duties, are true, accurate and actual, and do not reflect any costs or expense reimbursement to be reimbursed from any other source.

I certify that I have personally examined and approved this Travel Expense Account Settlement. The terms of expense are reasonable and correspond to the assigned duties of the traveler. The terms of expense further meet all State of West Virginia Travel Regulations and are within the budget of this expending unit.

Approval Supervisor/Department Head \_\_\_\_\_ Date \_\_\_\_\_  
*Lois H. Butcher* 7/17/15  
 Approval Agency Head/Designee \_\_\_\_\_



Matching  
Advertising  
Partnership  
Program

\$10,000 +

West Virginia Division of Tourism

## MAPP APPLICATION FORM

Project Name: The Greenbrier Classic Broadcast Advertising Campaign

2/3.

Name of Applicant Organization: The Greenbrier

Address: 300 West Main Street

City: White Sulphur Springs

State: WV

Zip: 24986

Telephone: (304) 536-1110

FAX: (304) 536-7819

County: Greenbrier

Executive Officer's Name: James C. Justice III

Title: Owner & Chairman

Email:

Project Director (will be sole contact with the Division of Tourism and must be a member of the applicant organization): Jeff Kmiec

Title: President & Managing Director

Email: jeff\_kmiec@greenbrier.com

Address: 300 West Main Street

City: White Sulphur Springs

State: WV

Zip: 24986

Telephone: (304) 536-7848

FAX: (304) 536-7819

County: Greenbrier

Federal Employer Identification Number: [REDACTED]

(Mandatory. No Social Security Numbers accepted)

Applicant's Fiscal Year: From Jan. 1 to Dec. 31. (Example: Jan. 1 - Dec. 31.)

Has fiscal year changed since last application? ☐ Yes ☒ No

Beginning Project Date: April 12, 2013

Ending Project Date: December 31, 2013

Cannot exceed one year. The start date for a project will be no earlier than the date of approval by the Tourism Commission. No costs incurred before that date will be paid and the period of services of all invoices must fall within the beginning and ending project dates specified on the project application.

Grant Number (To be assigned by State office): 000392509

400,000.00

Applicant Category:

☐ Convention & Visitors Bureaus

☐ Regional District

☐ Events, Fairs and Festivals

☒ Other (please specify): Resort

Have received funding on a similar project in the past ☒ YES ☐ NO If yes, previous tracking must be included with this application.

See wvtourism.com and click on Industry Info/MAPP for complete deadline information.



## Matching Advertising Partnership Program

**\$10,000 +**

West Virginia Division of Tourism

### Project Introduction

A limit of three (3) pages may be submitted in this section.

**Project Introduction:** Must include: A **BRIEF DESCRIPTION** - of the project and use of media along with a statement affirming use of the West Virginia Brand Identity in all advertising and print materials included in this grant. Briefly explain your approach, goals/objectives, strategy, the target audience, and what your partners are receiving as a result of their participation in this application. If the applicant organization represents an event, fair or festival, you must list ALL sponsors whose logos may appear in the advertising contained within this application.

The Greenbrier Classic, the largest sporting event in West Virginia history, is also a premier showcase for the state. This week-long, PGA TOUR, FedEx Cup event, brings over 189,000 spectators and reaches more than 14 million television viewers around the world. Lodging facilities, restaurants, gas stations, retail shops and other businesses from Lewisburg to Charleston have benefited from this annual event. Sponsors range from nationally known corporations to the State of West Virginia. In 2011, only its second year of existence, the Classic earned the highest honors from the TOUR: Best in Class, Best Special Event and Best in Branding and Signage. For these reasons and more, The Greenbrier requests MAPP funding to promote itself, our partners and the state, through this event.

As in 2013, our project will focus solely on television advertising on the Golf Channel and CBS during the four days of tournament coverage. The 14.6 million viewers of the 2012 Greenbrier Classic saw the breathtaking beauty of our state and heard commentators, dignitaries and players rave about the hospitality and activities available in West Virginia. By advertising in this already positive environment, we will have a greater impact on viewers.

These commercials will be developed by our in-house video production team and as a result, no production fees are included in this application. These spots will focus on the amenities and the beauty of the resort and state. The 2013 Classic will be played July 4-7. The earlier position on the TOUR schedule and the outstanding reputation of the event will bring even more of the world's top players, resulting in higher spectator counts and television viewership.

Our partners, the Greenbrier County Convention & Visitors Bureau, Greenbrier Valley Airport, Adventure WV LLC, d/b/a Adventures on the Gorge, and Greenbrier Outfitters, will be featured with video and/or audio within these commercials. They will also receive the subsequent benefits of increased tourism to our region through greater hotel occupancy levels, higher air passenger counts and more interest in amenities such as falconry and mountain biking.

To track the effectiveness of these commercials, we will not only have a dedicated 800 number, but will also have an exclusive call-to-action message unique to these spots. Knowing that Golf Channel and PGA TOUR television viewers are more likely to have higher incomes, education levels and job titles, along with other key demographic and psychographic information, will be key in the development of these messages. By creating a specific call-to-action, we will increase the effectiveness of the commercials. In 2012, we received hundreds of calls with an average length of more than 5 minutes. Ohio, Florida, Illinois and Tennessee had the highest number of callers. We anticipate even greater results in 2013.

The advertising campaign is just a fraction of our overall marketing efforts for 2013, but we feel this is the best, and most beneficial, for our partners and the state. While the Classic has been incredibly successful for The Greenbrier and our region, we were not able to secure enough partners to reach the 15% match requested by the Commission's grant guidelines. Therefore, we respectfully request a two-thirds majority approval of our application.





# Matching Advertising Partnership Program

**\$10,000+**

WV Division of Tourism  
Direct Advertising Grants

## Media Breakout Form

### PRINT MEDIA (Newspaper, Magazine)

Name of Publication	Designated Market Area (DMA)	Issue Date	Number and Size of Ads	Circulation	Net Cost Newspaper	Net Cost Magazine	Target audience/message

Total Newspaper:

Total Magazine:

**TOTAL PRINT MEDIA:**

### BROADCAST MEDIA (Radio, TV)

Name of Radio/TV Station	Designated Market Area (DMA)	Schedule	Number of listeners/viewers	Number and length of spots	Net Cost Radio	Net Cost Television	Target audience/message
Golf Channel	National	July 4-5, 2013	1 million	4 tv spots; :5 each		\$4,000	Golf & Leisure Travelers
Golf Channel	National	July 4-5, 2013	1 million	7 tv spots; :30 each		\$154,000	Golf & Leisure Travelers
CBS	National	July 6-7, 2013	1.8 million	8 tv spots; :30 each		\$842,000	Golf & Leisure Travelers

Total Radio:

Total Television: \$1,000,000.00

**TOTAL BROADCAST MEDIA: \$1,000,000.00**

### INTERNET MEDIA (Logo required on all advertising)

Source of Placement	Description	Targets	Date	Number of Impressions Expected	Qualified Lead Delivery Method (guaranteed, daily, weekly, electronically, etc.)	Net Cost	Message



# Matching Advertising Partnership Program

**\$10,000+**

WV Division of Tourism  
Direct Advertising Grants


## TOTAL INTERNET MEDIA:

- Logo required in all advertising (See Logo Standards – Internet for size requirements within ads).
- **FOR ALL ADVERTISING IN THIS CATEGORY:** Upon approval, applicant is also required to have a visible link to the West Virginia Division of Tourism's home page ([www.wvtourism.com](http://www.wvtourism.com)). Visible Link means – the logo/web address (web address lettering optional) must appear in the TOP 500 pixels, (at standard web page size - 72 dpi) of the first visible page where the consumer is directed by the ad. The consumer should be able to see the logo in the visible screen without scrolling down.
- The Tourism Commission/Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's effort to promote tourism.
- Pay-per-click allowed for State Tourism Associations as a whole Only.

## BILLBOARDS (Space Cost Only – Must be outside 50 mile radius or in major out of state markets):

Name of Supplier	Dates	Location	Size	Est. Traffic Count per month	Net Space Cost (Only)	Target audience/message

## TOTAL BILLBOARDS:

## PRINTING COSTS (Printing of Direct Mail Literature and Travel Related Literature)

Material Description (visitor guide, brochure, direct mail, etc.)	Date of Publication	Specs. – Page Size, Number of Pages and Color/B&W	Quantity to be printed	Direct Mail Printing Cost	Fulfillment Printing Cost	Target audience





# Matching Advertising Partnership Program

**\$10,000+**

WV Division of Tourism  
Direct Advertising Grants


Total Direct Mail:

Total Fulfillment:

**TOTAL PRINTING COSTS:**

## PRODUCTION EXPENSES (not to exceed 15% of the cost of each media category with a \$10,000 cap per category)

Media Category (Print, Broadcast, Internet, Billboards, and Printing Costs)	Expense Description	Corresponding Total from above media categories (if you have production expenses in the Print Media Category, use your total from that category above)	Production Cost (may not exceed 15% of the total of each media category with a cap of \$10,000 per category)
EXAMPLE: Print Media	Design and Layout	\$33,000	\$4,950

**TOTAL PRODUCTION COSTS:**

## \*WEB SITE DEVELOPMENT / DESIGN / UPGRADES- (Category may be utilized once per year, per applicant for the applicant's web site only) (\$22,500 cap)

Expense Description	Is site interactive and/or e-commerce?	Approximate # of pages (include # pro-rated if applicable)	Total Cost (\$22,500 cap)



# Matching Advertising Partnership Program

**\$10,000+**  
WV Division of Tourism  
Direct Advertising Grants


## TOTAL WEB DEVELOPMENT / DESIGN / UPGRADE:

- At time of application, applicant must attach an itemized breakout of requested expenses from the proposed vendor. All ineligible expenditures must appear and be clearly deducted from the outline.
- Upon approval applicant is required to have a visible link to the West Virginia Division of Tourism's home page ([www.wvtourism.com](http://www.wvtourism.com)). Visible Link means - the logo/web address (web address lettering optional) must appear in the TOP 500 pixels, (at standard web page size - 72 dpi) of the first visible page where the consumer is directed by the ad. The consumer should be able to see the logo in the visible screen without scrolling down. Consumers must be able to reach the Division's web site with one click. (See Logo Standards - Internet and Approved Internet Usage for web site size and visible link requirements).
- The Tourism Commission/Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's effort to promote tourism.
- Expenses may not include monthly or annual server/host, maintenance fees, training, and domain name registration, and purchase of internal email addresses.
- Applicant may be required to electronically display proposed site changes at approval meeting.

## MAILING LISTS (For Direct Mail only)

Source of Expense	List Description	Number of Leads being purchased	Cost Per Lead	Total Cost

## TOTAL MAILING LISTS:

## POSTAGE & MAILING HOUSE COSTS (Direct Mail, Standard Bulk Rate only)

Source of Expense	Timetable	Number of Pieces	Cost Per Piece	Total Cost



# Matching Advertising Partnership Program

**\$10,000+**  
WV Division of Tourism  
Direct Advertising Grants


**TOTAL POSTAGE:**

## CONSUMER/TRADE SHOWS (Registration Fees Only)

Name of Show	Dates	Location	Type of Materials being distributed	Registration Fees	Target audience/message

**TOTAL CONSUMER/TRADE SHOWS:**

**TOTAL ADVERTISING PROGRAM:** \$ 1,000,000.00  
**APPLICANT'S MATCHING FUNDS:** \$ 600,000.00  
**TOTAL STATE FUNDS REQUESTED:** \$ 400,000.00



## Matching Advertising Partnership Program

**\$10,000 +**  
West Virginia Division of Tourism

### Evaluation Criteria

Explain below how this project addresses each of the criteria. Your application will be evaluated on these criteria. Question 11 requires the attachment of your Media Breakout only. A limit of four (4) pages may be submitted in this section.

**1. Describe how the project demonstrates potential for a strong positive return on investment and is well researched:**

The Greenbrier's broadcast advertising campaign will capitalize on the success of The Greenbrier Classic, which reached an international audience of over 14 million viewers in 2011 and earned top honors from the PGA TOUR including Best in Class on the PGA TOUR 2011 and PGA Resort Merchandiser of the Year for 2011. The 2011 Greenbrier Classic brought over 371,000 spectators to the area over the duration of the seven day event. By advertising on the Golf Channel and CBS during coverage of the Classic, and using our in-house production team, we will maximize the benefits to our partners and the State of West Virginia.

**2. Explain how the project promotes a viable tourism destination, attraction or festival. Your response should:**

Briefly describe the visitor services that are available within 30 miles of the location of the destination, attraction and/or festival being promoted (such as accommodations, activities, shopping, restaurants, etc.)

This project presents a viable tourism destination because attendees will be in accommodations spread across a wide range that will give exposure to many popular activities and attractions including tastings and tours at Watts Roost Vineyard and Smooth Ambler Spirits, a local winery and distillery, caving at Los World Caverns and Organ Cave, shopping in the many local downtown areas, including nearby Lewisburg (\*voted Budget Travel magazine's coolest small town in 2011), exploring historical sites throughout the County (three sites are included in the Civil War Trails brochure: Battle of Lewisburg, Organ Cave and the Alderson Ferry Crossing), attending live theatre performances at Greenbrier Valley Theatre (the State Professional Theatre of WV), Carnegie Hall (one of only four in operation in the world) and Trillium Performing Arts Collective, and hiking, biking and canoeing at one of the Valley's recreational areas including the Greenbrier State Forest, Blue Bend, Lake Sherwood and Greenbrier River as well as the 78-mile rail-trail, Greenbrier River Trail.

This project will also promote the beauty and amenities of The Greenbrier such as our elegant Casino Club, Five-Star Spa, fine dining venues and luxurious accommodations. It will also reference tourism entities in our region and the ease of air travel to our area. Over 189,000 people attended the tournament and concerts during last year's Classic, bringing increased revenues to businesses, particularly hotels and restaurants, in our region. This project is just one of the many partnerships between The Greenbrier and the Greenbrier County Convention and Visitors Bureau.

**3. Explain how the project is a part of the applicant's overall marketing plan.**

State the top three goals/objectives of your marketing plan, and explain how this proposed project will assist in meeting these objectives.

While this application is only a fraction of our overall marketing plan, its goals and objectives convey the core of it. In 2012, we made great strides and frequently led our competition in both occupancy levels and average daily rate. As our business continues to grow, we are outpacing the competition at record levels. With this project, we will:

- Reestablish The Greenbrier's historic position as "the place to be" through highly visible events
- Establish a sense of continuity between past and future guest experiences to encourage repeat visits
- Promote the resort and surrounding tourism entities to an international audience and increase overall revenue



Matching  
Advertising  
Partnership  
Program

\$10,000 +

West Virginia Division of Tourism

**4. Describe how the project includes repeat marketing efforts and how the results from those efforts justify repeat funding.**

Please indicate if this is a new or repeat project. If a repeat project, describe the results (e.g., number of inquiries; percentage of inquiries converted to actual visits (if available); number of leads generated; number of bookings obtained, etc. Applications for projects that include repeat marketing efforts must contain information demonstrating that such repeat marketing efforts are in addition to regular ongoing advertising activities.

This project is a repeat of our MAPP project from 2012. Our previous efforts resulted in over 300 calls to our reservations department with an average call length of more than 5 minutes. The phone number that received these calls was unique to the broadcast commercials, however the spike in calls during the event demonstrated that inquiries were generated by the event coverage and many callers used the resort's general phone number to initiate the call. Given the Classic's recent accolades from the PGA TOUR and the change in date, we anticipate an even better field of players which in turn will lead to increased television viewership. We are also revising our advertising strategy to include a specific call-to-action, in addition to a dedicated 800 number.

Marketing initiatives employed by The Greenbrier Classic include charitable messages, countdown clocks, event website, iPhone/iPad app and volunteer and sponsor communications. The Greenbrier and Greenbrier Classic teams participate in events, luncheons and meetings around the country promoting the resort, tournament, county and state. In addition, the Classic's Tournament Director travels to several PGA TOUR events to promote and player recruit. This project is just a portion of the resort's overall marketing efforts. The marketing and public relations efforts for the resort and the Classic are year-round. For the resort, these efforts include our website (redesigned in 2010), social media, e-mail newsletters, public service announcements, in-room marketing and print advertising. The resort's overall advertising budget includes the West Virginia market as its most loyal customer base, however we also target markets heavily in nearby states which results in a large percentage of our visitors being from North Carolina, Virginia, Kentucky, Pennsylvania, D.C., Maryland, Atlanta, Tennessee and Ohio.

As a result of the commercials, our call volume jumped from 13,000 in June to 23,000 for the month of July. We were able to increase room revenue on the books by \$3 Million in just one month following the commercials.

**5. Explain how your media was selected, including how the geographic markets chosen appear reasonable and based upon research:**

For this project, we are focusing solely on television advertising to reach a national and international audience. With placements on the Golf Channel and CBS during The Greenbrier Classic our goal is to maximize the exposure of the resort, the county and the state and show the world that this is "the place to be." While the attendance in 2012 was impacted by the widespread storm damage, the TV ratings for the event increased over previous years.

2012's rating of 1.4/3 was the highest rated third round for this event since its debut in 2010.

**6. Describe how the project will increase visitation, length of stay and/or tourism expenditures of visitors traveling to your area from outside a 50-mile radius, or from a major out of state market:**

This advertising campaign is designed to attract interest in The Greenbrier and West Virginia in the millions of viewers around the world who watch The Greenbrier Classic on the Golf Channel and CBS. Based on our guest history, we know that guests who travel 50 miles or more stay for a longer period of time. In 2012, we received the greatest response from viewers in Ohio, Florida, Illinois and Tennessee. Given that the viewers are watching The Greenbrier Classic, they will see hours of coverage and commentary on the region, adding to the positive environment for these commercials.





Matching  
Advertising  
Partnership  
Program

\$10,000 +

West Virginia Division of Tourism

The commercial caught the attention of a well-known international dignitary and subsequently produced a visit that yielded \$145,000.00 in revenue.

7. Describe the tracking and evaluation measures you will use to monitor and measure the effectiveness of the proposed advertising (e.g., number of inquiries, conversion analysis, leads generated, bookings obtained, surveys and incentives, etc.) *Failure to adhere to this evaluation plan or failure to include a complete and accurate prior evaluation will result in disqualification of this MAPP application.*

To measure the effectiveness of this campaign, we will again utilize dedicated 800 numbers, with different numbers for the Golf Channel and CBS. We will also create a distinct call-to-action based on the television audience's demographic and psychographic profile. With this research and the profile of a PGA TOUR fan, we will better target the millions of viewers, leading to improved results.

8. Describe how the project will have a significant impact on the area's overall tourism efforts:

The inaugural Greenbrier Classic had an economic impact of over \$100 million and the events held in 2011 and 2012 brought an even greater financial benefit to our region. Over 371,000 people attended the 2011 Classic tournament and concerts, nearly ten times the population of Greenbrier County. Hotels in Greenbrier County are now sold out a year in advance with lodging facilities in Beckley and Charleston also benefitting from the event. With the complimentary remarks made by television commentators, players and dignitaries, as well as the spectacular coverage, including the aerial shots from a blimp, the entire state is portrayed in a very positive light.

9. Explain how the project involves partnerships that leverage additional public/private investment:

The 2010, 2011 and 2012 Classics brought hundreds of millions of dollars to our region, including millions in state tax revenue alone. Through our ongoing partnership with the Greenbrier County Convention and Visitors Bureau we will continue to use their resources and ours to promote the region to the spectators and volunteers who attend the Classic and concerts. One of the ways we leverage this partnership is through the videos played on the buses which take spectators and volunteers from the parking area at the State Fair to the resort. A variety of videos are shown, including a video promoting the various tourism entities in the county. We also work closely with Greenbrier Valley Airport to increase awareness and enplanements on the daily commercial flights to and from GVA. Newsworthy information from all of our partners is also made available in the Classic's media center where reporters from over 50 media outlets gather during the event.

10. Describe how the project supports advertising activities that are over and above regular ongoing advertising activities.

This project is just a portion of the resort's overall marketing efforts. The marketing and public relations efforts for the resort and the Classic are year-round. For the resort, these efforts include our website (redesigned in 2010), social media, e-mail newsletters, public service announcements, in-room marketing and print advertising. Marketing initiatives employed by The Greenbrier Classic include charitable messages, countdown clocks, event website, iPhone/iPad app and volunteer and sponsor communications. The Greenbrier and Greenbrier Classic teams participate in events, luncheons and meetings around the state and country promoting the resort, tournament, county and state. In addition, the Classic's Tournament Director travels to several PGA TOUR events to promote and player recruit.

11. Please attach a completed Media Breakout Form of the advertising requested for your project.





Matching  
Advertising  
Partnership  
Program

\$10,000 +  
West Virginia Division of Tourism

## Project Budget

**Project Planned Expenditures:** (Provide budget recap, should match Media Breakout category totals)

1. Print Media
    - A. Newspaper ..... \$
    - B. Magazine ..... \$
  2. Broadcast Media
    - A. Radio ..... \$
    - B. Television ..... \$ 1,000,000.00
  3. Internet Media ..... \$
  4. Billboards ..... \$
  5. Printing Costs
    - A. Direct Mail ..... \$
    - B. Fulfillment ..... \$
  6. Production Fees (cannot exceed 15%, with a total cap of \$10,000 per media category)..... \$
  7. Web Site Development/Design/Upgrades (Cap of \$22,500) ..... \$
  8. Mailing Lists ..... \$
  9. Postage/Mailing House Costs..... \$
  10. Registration Fees for Consumer and Trade Shows..... \$
- Grand Total Project Cost.** (Must equal amount dedicated to project) ..... \$ 1,000,000.00

**Project Local Source of Funds:** (Please list name of applicant organization, amount and "Total for all partners")  
All partners must be listed on Partner Breakout Sheet

1. Applicant Organization: The Greenbrier ..... \$ 577,000.00
  2. Total Partners: (See attached partner breakout sheet)..... \$ 23,000.00
- Total Project Local Funds.** (Total of local funds listed above)..... \$ 600,000.00  
Applicant must provide a minimum of 50% of total project cost.  
(Must be at least \$10,000.00.)

**Amount of State Funds applied for:** ..... \$ 400,000.00

**Total Local and State Funds** (Must equal "Grand Total Project Cost")..... \$ 1,000,000.00



Matching  
Advertising  
Partnership  
Program

\$10,000 +  
West Virginia Division of Tourism

### Certification

"I hereby certify the following:

- That the information supplied in this application is true and correct and that I have read and understand the rules (Title 144, Direct Advertising Grants Program) that govern this grant program;
- That no in-kind services have been used to match any portion of this grant;
- And that I will pay the approved expenses within the grant and subsequently request up to 50% reimbursement of those expenses.
- That each partner identified in the application has been notified of their contribution should this grant be awarded; and that each partner has been advised that no share of their contribution can be used to match any other grant awarded through this program
- That I will not assign or transfer any of the rights, duties or obligations of this grant without the written consent of the Tourism Commission;
- And that I will not amend the grant without the written consent of the Tourism Commission;
- I also certify that I understand that the project must be completed by the ending project date, unless a written request for an extension is submitted no later than 30 days prior to the ending project date;
- And understand that this project agreement requires me to indemnify and hold harmless the State of West Virginia and the Tourism Commissioners from any liability arising from this agreement.
- I also hereby swear that all reports for state grants received as required under 12.4.14 of the West Virginia Code have been appropriately filed.
- I/We acknowledge that any variance to the rules and procedures governing the Direct Advertising Grant Program may result in non-reimbursement of any or all expenditures connected with the grant."

SIGNATURE

[Signature]  
Applicant (must be a principle of the applicant organization)

Title

President: Morgan Dri

Date

3/13/13

Organization

The Greenbrier

Division of Tourism agrees to reimburse, based on compliance with all rules set forth in this program.

[Signature]  
Approval

4/23/13  
Date



## MAPP Tracking

## Summary of MAPP Project

The following is a 70-question survey to document the activities and tracking results for your MAPP-funded marketing effort. Please print the survey with your answers once completed. You are required to submit a copy of your survey along with supporting documentation with all repeat MAPP applications.

**\* 1. MAPP Grant Number:**

C374056

**\* 2. Applicant Organization:**

The Greenbrier

**\* 3. What is the WV county of the applicant?**

Greenbrier

**\* 4. Does the Applicant Organization Represent Multiple Counties?**☐ Yes☒ No

If Yes, Please list the WV Counties:

**\* 5. Project Name:**

Greenbrier Classic Broadcast Advertising Campaign

**\* 6. Project Dates, Including Extensions:**

MM DD YYYY

Start Date: 03 / 20 / 2012

End Date: 12 / 31 / 2012

**\* 7. Brief Project Description:**

The project was designed to maximize the exposure of The Greenbrier, Greenbrier County and State of West Virginia through the extensive television coverage of The Greenbrier Classic. Television coverage of the Classic on The Golf Channel and CBS reaches 88 million households, with an audience of 14.6 million viewers. This type of coverage will expose the area to 800 times the audience of the inaugural event.

**\* 8. Please describe your tracking and evaluation methods for the success of this**

project. (Examples: Coupons, QR codes, tracking tags or special landing pages.)

A unique 800# was used on these commercials to track the response to the campaign.

**\* 9. Award Level:**

- ☐ \$5,000 Fairs and Festivals
- ☐ Up to \$7,500
- ☒ \$10,000 +

**\* 10. Referring to the map, right, name the West Virginia region where the destination is located or where the event took place:**

- ☐ Hatfield McCoy Mountains
- ☐ Metro Valley
- ☐ Mid-Ohio Valley
- ☐ Northern Panhandle
- ☐ Mountaineer Country
- ☐ Eastern Panhandle
- ☐ Potomac Highlands
- ☐ Mountain Lakes
- ☒ New River, Greenbrier Valley



**\* 11. What is the Primary Geographic Reach of Your Marketing:**

☐

In-State

- ☐ Multiple States (Regional, ex: Mid-Atlantic)
- ☐ National
- ☒ International

---

**\* 12. Describe Project Goals/Objectives (brief statement):**

The goal of this project is to increase interest in The Greenbrier, the county and the state beyond the seven-day Greenbrier Classic event. The commercials are designed to showcase the many amenities of the resort and promote tourism to the region and state.

**\* 13. State Dollars Budgeted (final total budget match request):**

\$400,000.00

**\* 15. Partners' Matching Funds (final total partner contributions):**

\$13,000

**\* 17. Final Total Project Cost:**

\$800,000.00

**\* 14. Applicant's Matching Funds (final total match, excluding partners):**

\$387,000.00

**\* 16. Total Number of Partners:**

2

**18. Total Circulation (Print media):**

**20. Total number of Impressions (Internet ads):**

**22. Total Fulfillment Brochures Printed:**

**24. Total Consumer Show Attendees:**

**19. Total Viewers/Listeners (TV and Rad**

14.6 Million

**21. Total Traffic (Billboards):**

**23. Total Direct Mail Pieces Printed:**

**25. Total Trade Show Attendees:**

Please describe the overall results. Be sure to enter a number, not an explanation. The answers should apply to your MAPP-funded activities only.

26. Total Inquiries from Call-ins:

386

27. Total Leads Generated from Printed Reader Response Cards:

28. Total Click-throughs:

29. Total Unique Visitors (Pageviews) Generated:

31. Total Actual Visitors/Attendance:

189,000

33. Total Coupons Redeemed:

35. Total Consumer Show Contacts:

37. Total Reservations:

39. Total Motorcoaches Booked:

30. Total Online Leads Converted (opt-in registrations, sign ups):

32. Total Attendees Surveyed:

34. Total Contest Entries Received:

36. Total Trade Show Appointments:

38. Total Meetings Booked:

40. Total Revenue Generated:

\$3,145,000-

41. Total Return on Investment (Per Doll Spent):

293

Note: To calculate Return on Investment Per Dollar Spent, take your answer from #40 and subtract #17 and then divide the total by #17. The resulting number will be the ROI per dollar, which you should enter in #41.

293.13%

42. Newspaper Ads -- Number of Ads Placed:

43. Newspaper Ads -- Total Cost:

44. Magazine Ads -- Number of Ads Placed:

45. Magazine Ads -- Total Cost:

46. TV Ads -- Total Number Placed:

13

47. TV Ads -- Total Cost:

\$800,000.00



48. Radio Ads -- Number of Ads:

49. Radio Ads -- Total Cost:

50. Internet Ads -- Number of Ads Placed:

51. Internet Ads -- Total Cost:

52. Billboards -- Number of Billboards Leased:

53. Billboards -- Total Cost:

54. Brochures -- Number of Brochures Mailed/Distributed for Fulfillment:

55. Brochures -- Printing Cost (For Fulfillment):

56. Direct Mail -- Number of Pieces Mailed:

57. Direct Mail -- Printing Cost:

58. Direct Mail -- Postage Cost

59. Mailing Lists -- Number of Leads Purchased:

60. Mailing List -- Cost:

61. Consumer Show -- Number of Shows Attended:

62. Consumer Show -- Cost:

63. Industry Trade Show -- Number of Trade Shows Attended:

64. Industry Trade Show -- Costs:

### 65. Media Performance

	Very Satisfied	Satisfied	Somewhat Less Satisfied	Not Satisfied	NA/Don't Know
Newspaper Ads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazine Ads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Ads:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio Ads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Ads:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboards:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures:					

Direct Mail:

Consumer Show:

Industry Trade  
Show:

\* 66. From Which U.S. States or Canada Did You Get the Largest Response to Your Project? Check Up to 10 that Apply:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Alabama               | <input type="checkbox"/> Louisiana                 | <input type="checkbox"/> Oklahoma                  |
| <input type="checkbox"/> Alaska                | <input type="checkbox"/> Maine                     | <input type="checkbox"/> Oregon                    |
| <input type="checkbox"/> Arizona               | <input type="checkbox"/> Maryland                  | <input checked="" type="checkbox"/> Pennsylvania   |
| <input type="checkbox"/> Arkansas              | <input type="checkbox"/> Massachusetts             | <input type="checkbox"/> Rhode Island              |
| <input checked="" type="checkbox"/> California | <input type="checkbox"/> Michigan                  | <input checked="" type="checkbox"/> South Carolina |
| <input type="checkbox"/> Colorado              | <input type="checkbox"/> Minnesota                 | <input type="checkbox"/> South Dakota              |
| <input type="checkbox"/> Connecticut           | <input type="checkbox"/> Mississippi               | <input checked="" type="checkbox"/> Tennessee      |
| <input type="checkbox"/> Delaware              | <input type="checkbox"/> Missouri                  | <input type="checkbox"/> Texas                     |
| <input type="checkbox"/> District of Columbia  | <input type="checkbox"/> Montana                   | <input type="checkbox"/> Utah                      |
| <input checked="" type="checkbox"/> Florida    | <input type="checkbox"/> Nebraska                  | <input type="checkbox"/> Vermont                   |
| <input type="checkbox"/> Georgia               | <input type="checkbox"/> Nevada                    | <input type="checkbox"/> Virginia                  |
| <input type="checkbox"/> Hawaii                | <input type="checkbox"/> New Hampshire             | <input type="checkbox"/> Washington                |
| <input type="checkbox"/> Idaho                 | <input checked="" type="checkbox"/> New Jersey     | <input type="checkbox"/> West Virginia             |
| <input checked="" type="checkbox"/> Illinois   | <input type="checkbox"/> New Mexico                | <input type="checkbox"/> Wisconsin                 |
| <input type="checkbox"/> Indiana               | <input type="checkbox"/> New York                  | <input type="checkbox"/> Wyoming                   |
| <input type="checkbox"/> Iowa                  | <input checked="" type="checkbox"/> North Carolina | <input type="checkbox"/> Canada                    |
| <input type="checkbox"/> Kansas                | <input type="checkbox"/> North Dakota              |  |
| <input checked="" type="checkbox"/> Kentucky   | <input checked="" type="checkbox"/> Ohio           |  |

\* 67. Did the project achieve its objectives?

- ☐ Yes  
☐ No  
☒ Partly

Please describe why:

This broadcast advertising campaign was successful in driving interest in the resort with over 300 telephone calls to a distinct 800# used only for this campaign. In addition to the increase in the dedicated 800# calls over 2011 the results also show an increase in the call duration. The call length averaged over 5 minutes demonstrating the callers' desire to learn more about the resort. In addition, an overall call volume spike was evident as we received 23,000 total calls in July. We are continuing to enhance our systems and processes in order to track specific bookings related to the

**68. Please comment on the overall project and the importance of MAPP relative to the project:**

This project benefits the resort, county and state as it capitalizes on the large international audience of television viewers of The Greenbrier Classic. By using our in-house video team, we are able to request reimbursement for the actual cost of the spots alone, with no additional production costs to be shared with the state of our partners. This translates to greater exposure for all.

**69. Please provide any comments about external events that impacted the success of your marketing effort (pro or con).**

The 2011 Greenbrier Classic was awarded "Best in Class" as the top event on the PGA TOUR. The event also earned top honors for "Best Event" and "Best in Signage and Branding". These honors are evidence of the quality of the event which further supports the benefits to the resort, our partners and the state.

I hereby certify that the information supplied in this tracking summary is true and correct and that I acknowledge that any variance to the rules and procedures governing the MAPP Program may result in non-reimbursement of any or all expenditures connected with the application and/or rejection of any future applications from the applicant or any partner to the MAPP application.

**\* 70. Person Completing Survey:**

Andrea Deskins



**Print a copy of this survey  
for your MAPP submission and your records!**

Before you click the "Submit Survey" button, please print a copy of this survey with your answers. You are required to submit up to five pages of supporting summary tracking documentation from your records along with a printed copy of this survey with all repeat MAPP applications.

Greenbrier Classic Broadcast Advertising Campaign - 2012  
 Grant# - C374056  
 Project Dates - 3.20.12 - 12.31.12

Detail - Top 10 States

Seq	Phone Number	Call Date Time	Minutes	State	Campaign
1		07/07/2012 15:56:19	5.00	CA	30 second commercial aired on CBS and Golf Channel
2		07/07/2012 16:16:28	5.00	CA	30 second commercial aired on CBS and Golf Channel
3		07/07/2012 16:35:03	5.00	CA	30 second commercial aired on CBS and Golf Channel
4		07/07/2012 16:44:58	1.00	CA	30 second commercial aired on CBS and Golf Channel
5		07/07/2012 16:46:26	5.00	CA	30 second commercial aired on CBS and Golf Channel
6		07/08/2012 16:53:50	8.00	CA	30 second commercial aired on CBS and Golf Channel
7		07/08/2012 17:43:37	1.00	CA	30 second commercial aired on CBS and Golf Channel
8		07/08/2012 17:43:53	1.00	CA	30 second commercial aired on CBS and Golf Channel
9		07/08/2012 17:44:13	2.00	CA	30 second commercial aired on CBS and Golf Channel
10		07/09/2012 13:18:30	3.00	CA	30 second commercial aired on CBS and Golf Channel
11		07/09/2012 13:38:22	5.00	CA	30 second commercial aired on CBS and Golf Channel
12		07/09/2012 16:28:54	4.00	CA	30 second commercial aired on CBS and Golf Channel
13		07/09/2012 22:18:35	3.00	CA	30 second commercial aired on CBS and Golf Channel
14		07/16/2012 17:57:53	8.00	CA	30 second commercial aired on CBS and Golf Channel
15		07/16/2012 17:57:53	165.00	CA	30 second commercial aired on CBS and Golf Channel
16		12/12/2012 18:30:23	12.00	CA	30 second commercial aired on CBS and Golf Channel
17		07/05/2012 17:07:49	4.00	FL	30 second commercial aired on CBS and Golf Channel
18		07/07/2012 15:54:16	2.00	FL	30 second commercial aired on CBS and Golf Channel
19		07/07/2012 18:00:04	5.00	FL	30 second commercial aired on CBS and Golf Channel
20		07/07/2012 18:00:04	4.00	FL	30 second commercial aired on CBS and Golf Channel
21		07/07/2012 16:16:44	8.00	FL	30 second commercial aired on CBS and Golf Channel
22		07/07/2012 17:15:59	2.00	FL	30 second commercial aired on CBS and Golf Channel
23		07/08/2012 16:25:34	5.00	FL	30 second commercial aired on CBS and Golf Channel
24		07/08/2012 16:32:01	3.00	FL	30 second commercial aired on CBS and Golf Channel
25		07/08/2012 16:33:27	1.00	FL	30 second commercial aired on CBS and Golf Channel
26		07/08/2012 17:15:20	6.00	FL	30 second commercial aired on CBS and Golf Channel
27		07/08/2012 17:15:31	13.00	FL	30 second commercial aired on CBS and Golf Channel
28		07/08/2012 17:43:01	19.00	FL	30 second commercial aired on CBS and Golf Channel
29		07/08/2012 17:43:09	2.00	FL	30 second commercial aired on CBS and Golf Channel
30		07/08/2012 16:28:08	8.00	FL	30 second commercial aired on CBS and Golf Channel
31		07/10/2012 13:58:35	6.00	FL	30 second commercial aired on CBS and Golf Channel
32		07/12/2012 10:12:45	3.00	FL	30 second commercial aired on CBS and Golf Channel
33		07/13/2012 08:23:38	2.00	FL	30 second commercial aired on CBS and Golf Channel
34		07/13/2012 10:30:07	3.00	FL	30 second commercial aired on CBS and Golf Channel
35		07/13/2012 15:39:11	8.00	FL	30 second commercial aired on CBS and Golf Channel
36		07/24/2012 10:53:12	13.00	FL	30 second commercial aired on CBS and Golf Channel
37		07/25/2012 18:32:17	7.00	FL	30 second commercial aired on CBS and Golf Channel
38		07/26/2012 10:11:50	15.00	FL	30 second commercial aired on CBS and Golf Channel
39		07/26/2012 21:42:15	11.00	FL	30 second commercial aired on CBS and Golf Channel
40		07/31/2012 11:45:21	1.00	FL	30 second commercial aired on CBS and Golf Channel
41		07/08/2012 10:27:03	12.00	IL	30 second commercial aired on CBS and Golf Channel
42		07/07/2012 16:17:19	4.00	IL	30 second commercial aired on CBS and Golf Channel

Call Detail - Top 10 States

Total Calls = 388  
 Average Call Duration = 5.91 minutes  
 Call Volume/Top 10 States = OH,FL,IL,TN,PARKY,NC,SC,CA,NJ

Seq	Call Date	Time	Minutes	Stats	Campaign
49	07/07/2012	16:56:36	8.00	IL	30 second commercial aired on CBS and Golf Channel
50	07/07/2012	17:16:18	3.00	IL	30 second commercial aired on CBS and Golf Channel
51	07/07/2012	17:16:56	9.00	IL	30 second commercial aired on CBS and Golf Channel
52	07/08/2012	15:17:00	5.00	IL	30 second commercial aired on CBS and Golf Channel
53	07/08/2012	16:16:00	9.00	IL	30 second commercial aired on CBS and Golf Channel
54	07/08/2012	17:28:19	6.00	IL	30 second commercial aired on CBS and Golf Channel
55	07/08/2012	17:43:49	3.00	IL	30 second commercial aired on CBS and Golf Channel
56	07/08/2012	18:15:52	2.00	IL	30 second commercial aired on CBS and Golf Channel
57	07/09/2012	10:36:26	2.00	IL	30 second commercial aired on CBS and Golf Channel
58	07/09/2012	13:02:04	5.00	IL	30 second commercial aired on CBS and Golf Channel
59	07/09/2012	13:08:54	12.00	IL	30 second commercial aired on CBS and Golf Channel
60	07/09/2012	13:21:10	1.00	IL	30 second commercial aired on CBS and Golf Channel
61	07/10/2012	15:42:49	2.00	IL	30 second commercial aired on CBS and Golf Channel
62	07/10/2012	13:12:28	1.00	IL	30 second commercial aired on CBS and Golf Channel
63	07/10/2012	13:14:55	9.00	IL	30 second commercial aired on CBS and Golf Channel
64	07/10/2012	13:23:45	14.00	IL	30 second commercial aired on CBS and Golf Channel
65	07/11/2012	15:18:41	5.00	IL	30 second commercial aired on CBS and Golf Channel
66	07/11/2012	12:35:35	8.00	IL	30 second commercial aired on CBS and Golf Channel
67	07/11/2012	15:09:40	3.00	IL	30 second commercial aired on CBS and Golf Channel
68	07/11/2012	16:39:58	1.00	IL	30 second commercial aired on CBS and Golf Channel
69	07/20/2012	14:28:13	4.00	IL	30 second commercial aired on CBS and Golf Channel
70	09/02/2012	20:52:31	13.00	IL	30 second commercial aired on CBS and Golf Channel
71	10/04/2012	08:22:54	1.00	IL	30 second commercial aired on CBS and Golf Channel
72	07/09/2012	23:51:32	1.00	IL	30 second commercial aired on CBS and Golf Channel
73	07/07/2012	16:16:34	9.00	KY	30 second commercial aired on CBS and Golf Channel
74	07/07/2012	16:57:37	5.00	KY	30 second commercial aired on CBS and Golf Channel
75	07/08/2012	16:33:44	8.00	KY	30 second commercial aired on CBS and Golf Channel
76	07/08/2012	16:37:29	6.00	KY	30 second commercial aired on CBS and Golf Channel
77	07/08/2012	16:42:09	11.00	KY	30 second commercial aired on CBS and Golf Channel
78	07/08/2012	16:53:58	6.00	KY	30 second commercial aired on CBS and Golf Channel
79	07/08/2012	17:01:05	11.00	KY	30 second commercial aired on CBS and Golf Channel
80	07/08/2012	17:02:32	10.00	KY	30 second commercial aired on CBS and Golf Channel
81	07/08/2012	17:15:28	3.00	KY	30 second commercial aired on CBS and Golf Channel
82	07/08/2012	17:43:08	3.00	KY	30 second commercial aired on CBS and Golf Channel
83	07/08/2012	17:45:52	2.00	KY	30 second commercial aired on CBS and Golf Channel
84	07/08/2012	17:46:11	1.00	KY	30 second commercial aired on CBS and Golf Channel
85	07/08/2012	18:00:15	2.00	KY	30 second commercial aired on CBS and Golf Channel
86	07/08/2012	18:34:54	2.00	KY	30 second commercial aired on CBS and Golf Channel
87	07/08/2012	21:10:05	2.00	KY	30 second commercial aired on CBS and Golf Channel
88	07/09/2012	09:08:51	3.00	KY	30 second commercial aired on CBS and Golf Channel
89	07/09/2012	13:10:11	7.00	KY	30 second commercial aired on CBS and Golf Channel
90	07/09/2012	13:54:39	5.00	KY	30 second commercial aired on CBS and Golf Channel
91	07/10/2012	14:10:08	0.00	KY	30 second commercial aired on CBS and Golf Channel
92	07/10/2012	18:13:45	4.00	KY	30 second commercial aired on CBS and Golf Channel
93	07/14/2012	16:23:38	5.00	KY	30 second commercial aired on CBS and Golf Channel
94	07/07/2012	16:32:10	5.00	KY	30 second commercial aired on CBS and Golf Channel
95	07/07/2012	16:46:00	5.00	KY	30 second commercial aired on CBS and Golf Channel
96	07/07/2012	16:46:29	4.00	KY	30 second commercial aired on CBS and Golf Channel
97	07/07/2012	17:42:59	5.00	KY	30 second commercial aired on CBS and Golf Channel
98	07/08/2012	09:32:18	4.00	KY	30 second commercial aired on CBS and Golf Channel
99	07/08/2012	15:55:06	1.00	KY	30 second commercial aired on CBS and Golf Channel
100	07/08/2012	16:32:53		KY	30 second commercial aired on CBS and Golf Channel

Seq	Phone Number	Call Date Time	Minutes	State	Campaign
102		07/08/2012 16:33:59	16.00	NC	30 second commercial aired on CBS and Golf Channel
103		07/08/2012 16:54:27	6.00	NC	30 second commercial aired on CBS and Golf Channel
104		07/08/2012 16:54:28	17.00	NC	30 second commercial aired on CBS and Golf Channel
105		07/08/2012 17:15:59	9.00	NC	30 second commercial aired on CBS and Golf Channel
106		07/08/2012 17:16:43	11.00	NC	30 second commercial aired on CBS and Golf Channel
107		07/08/2012 17:28:31	14.00	NC	30 second commercial aired on CBS and Golf Channel
108		07/08/2012 17:37:25	2.00	NC	30 second commercial aired on CBS and Golf Channel
109		07/08/2012 17:42:35	2.00	NC	30 second commercial aired on CBS and Golf Channel
110		07/08/2012 17:43:10	6.00	NC	30 second commercial aired on CBS and Golf Channel
111		07/08/2012 17:43:55	3.00	NC	30 second commercial aired on CBS and Golf Channel
112		07/08/2012 17:55:59	1.00	NC	30 second commercial aired on CBS and Golf Channel
113		07/08/2012 17:57:11	3.00	NC	30 second commercial aired on CBS and Golf Channel
114		07/08/2012 09:32:25	2.00	NC	30 second commercial aired on CBS and Golf Channel
115		07/10/2012 13:02:38	4.00	NC	30 second commercial aired on CBS and Golf Channel
116		08/04/2012 16:37:45	4.00	NC	30 second commercial aired on CBS and Golf Channel
117		07/07/2012 15:28:10	2.00	NC	30 second commercial aired on CBS and Golf Channel
118		07/07/2012 15:38:08	3.00	NC	30 second commercial aired on CBS and Golf Channel
119		07/07/2012 16:37:33	4.00	NC	30 second commercial aired on CBS and Golf Channel
120		07/07/2012 16:48:31	8.00	NC	30 second commercial aired on CBS and Golf Channel
121		07/08/2012 17:44:09	6.00	NC	30 second commercial aired on CBS and Golf Channel
122		07/08/2012 15:59:56	1.00	NC	30 second commercial aired on CBS and Golf Channel
123		07/08/2012 16:20:25	5.00	NC	30 second commercial aired on CBS and Golf Channel
124		07/08/2012 17:16:03	9.00	NC	30 second commercial aired on CBS and Golf Channel
125		07/08/2012 17:28:33	2.00	NC	30 second commercial aired on CBS and Golf Channel
126		07/08/2012 17:28:47	2.00	NC	30 second commercial aired on CBS and Golf Channel
127		07/08/2012 09:56:45	4.00	NC	30 second commercial aired on CBS and Golf Channel
128		07/10/2012 10:00:37	7.00	NC	30 second commercial aired on CBS and Golf Channel
129		07/10/2012 13:08:43	6.00	NC	30 second commercial aired on CBS and Golf Channel
130		07/10/2012 19:04:53	8.00	NC	30 second commercial aired on CBS and Golf Channel
131		07/20/2012 14:36:35	3.00	NC	30 second commercial aired on CBS and Golf Channel
132		07/29/2012 17:20:28	5.00	NC	30 second commercial aired on CBS and Golf Channel
133		07/06/2012 18:24:20	1.00	OH	30 second commercial aired on CBS and Golf Channel
134		07/06/2012 18:57:35	4.00	OH	30 second commercial aired on CBS and Golf Channel
135		07/06/2012 19:01:47	1.00	OH	30 second commercial aired on CBS and Golf Channel
136		07/07/2012 15:38:45	9.00	OH	30 second commercial aired on CBS and Golf Channel
137		07/07/2012 16:10:46	6.00	OH	30 second commercial aired on CBS and Golf Channel
138		07/07/2012 16:31:22	6.00	OH	30 second commercial aired on CBS and Golf Channel
139		07/07/2012 16:34:07	5.00	OH	30 second commercial aired on CBS and Golf Channel
140		07/07/2012 16:45:48	3.00	OH	30 second commercial aired on CBS and Golf Channel
141		07/07/2012 17:43:05	4.00	OH	30 second commercial aired on CBS and Golf Channel
142		07/07/2012 17:43:26	7.00	OH	30 second commercial aired on CBS and Golf Channel
143		07/08/2012 10:30:51	4.00	OH	30 second commercial aired on CBS and Golf Channel
144		07/08/2012 15:53:56	0.00	OH	30 second commercial aired on CBS and Golf Channel
145		07/08/2012 16:20:13	4.00	OH	30 second commercial aired on CBS and Golf Channel
146		07/08/2012 16:38:42	1.00	OH	30 second commercial aired on CBS and Golf Channel
147		07/08/2012 17:15:09	14.00	OH	30 second commercial aired on CBS and Golf Channel
148		07/08/2012 17:18:00	3.00	OH	30 second commercial aired on CBS and Golf Channel
149		07/08/2012 17:42:47	2.00	OH	30 second commercial aired on CBS and Golf Channel
150		07/08/2012 17:43:24	4.00	OH	30 second commercial aired on CBS and Golf Channel
151		07/08/2012 17:50:32	3.00	OH	30 second commercial aired on CBS and Golf Channel
152		07/08/2012 12:12:15	6.00	OH	30 second commercial aired on CBS and Golf Channel
153		07/08/2012 12:22:37	2.00	OH	30 second commercial aired on CBS and Golf Channel
154		07/08/2012 14:48:16	1.00	OH	30 second commercial aired on CBS and Golf Channel

Call Detail - Top 10 States



Seq	Phone Number	Call Date	Time	Minutes	State	Campaign
154		07/09/2012	14:46:53	2.00	OH	30 second commercial aired on CBS and Golf Channel
155		07/09/2012	14:48:34	2.00	OH	30 second commercial aired on CBS and Golf Channel
156		07/09/2012	14:56:48	5.00	OH	30 second commercial aired on CBS and Golf Channel
157		07/09/2012	15:14:16	2.00	OH	30 second commercial aired on CBS and Golf Channel
158		07/09/2012	17:00:12	7.00	OH	30 second commercial aired on CBS and Golf Channel
159		07/10/2012	07:37:22	2.00	OH	30 second commercial aired on CBS and Golf Channel
160		07/10/2012	08:19:30	3.00	OH	30 second commercial aired on CBS and Golf Channel
161		07/10/2012	08:35:04	2.00	OH	30 second commercial aired on CBS and Golf Channel
162		07/10/2012	13:41:36	5.00	OH	30 second commercial aired on CBS and Golf Channel
163		07/10/2012	14:27:16	1.00	OH	30 second commercial aired on CBS and Golf Channel
164		07/10/2012	14:33:18	3.00	OH	30 second commercial aired on CBS and Golf Channel
165		07/10/2012	14:47:12	2.00	OH	30 second commercial aired on CBS and Golf Channel
166		07/10/2012	16:10:11	3.00	OH	30 second commercial aired on CBS and Golf Channel
167		07/10/2012	18:12:33	6.00	OH	30 second commercial aired on CBS and Golf Channel
168		07/11/2012	10:09:05	2.00	OH	30 second commercial aired on CBS and Golf Channel
169		07/11/2012	11:34:45	4.00	OH	30 second commercial aired on CBS and Golf Channel
170		07/12/2012	11:21:22	10.00	OH	30 second commercial aired on CBS and Golf Channel
171		07/12/2012	11:28:52	15.00	OH	30 second commercial aired on CBS and Golf Channel
172		07/12/2012	18:08:01	12.00	OH	30 second commercial aired on CBS and Golf Channel
173		07/12/2012	18:08:01	2.00	OH	30 second commercial aired on CBS and Golf Channel
174		07/24/2012	20:12:43	1.00	OH	30 second commercial aired on CBS and Golf Channel
175		07/24/2012	20:14:01	23.00	OH	30 second commercial aired on CBS and Golf Channel
176		07/25/2012	16:11:19	7.00	PA	30 second commercial aired on CBS and Golf Channel
177		07/07/2012	15:37:47	10.00	PA	30 second commercial aired on CBS and Golf Channel
178		07/07/2012	15:38:29	4.00	PA	30 second commercial aired on CBS and Golf Channel
179		07/08/2012	15:18:51	6.00	PA	30 second commercial aired on CBS and Golf Channel
180		07/08/2012	15:54:16	4.00	PA	30 second commercial aired on CBS and Golf Channel
181		07/08/2012	16:32:53	3.00	PA	30 second commercial aired on CBS and Golf Channel
182		07/08/2012	16:38:21	8.00	PA	30 second commercial aired on CBS and Golf Channel
183		07/08/2012	17:23:20	1.00	PA	30 second commercial aired on CBS and Golf Channel
184		07/08/2012	17:28:33	3.00	PA	30 second commercial aired on CBS and Golf Channel
185		07/08/2012	17:29:35	5.00	PA	30 second commercial aired on CBS and Golf Channel
186		07/08/2012	17:31:03	10.00	PA	30 second commercial aired on CBS and Golf Channel
187		07/08/2012	17:43:03	4.00	PA	30 second commercial aired on CBS and Golf Channel
188		07/08/2012	18:01:16	4.00	PA	30 second commercial aired on CBS and Golf Channel
189		07/10/2012	12:45:28	25.00	PA	30 second commercial aired on CBS and Golf Channel
190		07/27/2012	15:29:33	2.00	PA	30 second commercial aired on CBS and Golf Channel
191		08/03/2012	15:30:48	6.00	PA	30 second commercial aired on CBS and Golf Channel
192		12/10/2012	11:14:02	5.00	PA	30 second commercial aired on CBS and Golf Channel
193		07/08/2012	18:25:36	1.00	SC	30 second commercial aired on CBS and Golf Channel
194		07/07/2012	12:38:23		SC	30 second commercial aired on CBS and Golf Channel

Seq	Call Date Time	Minutes	State	Campaign
208	07/07/2012 12:43:42	23.00	SC	30 second commercial aired on CBS and Golf Channel
209	07/07/2012 15:57:12	15.00	SC	30 second commercial aired on CBS and Golf Channel
210	07/07/2012 16:16:31	2.00	SC	30 second commercial aired on CBS and Golf Channel
211	07/07/2012 16:45:24	4.00	SC	30 second commercial aired on CBS and Golf Channel
212	07/07/2012 17:16:11	12.00	SC	30 second commercial aired on CBS and Golf Channel
213	07/08/2012 16:21:08	5.00	SC	30 second commercial aired on CBS and Golf Channel
214	07/08/2012 17:28:16	16.00	SC	30 second commercial aired on CBS and Golf Channel
215	07/08/2012 17:29:39	16.00	SC	30 second commercial aired on CBS and Golf Channel
216	07/08/2012 17:43:14	7.00	SC	30 second commercial aired on CBS and Golf Channel
217	07/08/2012 17:43:19	1.00	SC	30 second commercial aired on CBS and Golf Channel
218	07/08/2012 17:44:02	4.00	SC	30 second commercial aired on CBS and Golf Channel
219	07/08/2012 08:34:26	5.00	SC	30 second commercial aired on CBS and Golf Channel
220	07/08/2012 12:02:54	2.00	SC	30 second commercial aired on CBS and Golf Channel
221	07/12/2012 13:36:09	5.00	SC	30 second commercial aired on CBS and Golf Channel
222	07/13/2012 11:21:40	4.00	SC	30 second commercial aired on CBS and Golf Channel
223	08/08/2012 13:28:22	5.00	SC	30 second commercial aired on CBS and Golf Channel
224	08/08/2012 13:46:33	2.00	SC	30 second commercial aired on CBS and Golf Channel
225	08/24/2012 11:12:10	6.00	SC	30 second commercial aired on CBS and Golf Channel
226	08/30/2012 13:58:05	7.00	SC	30 second commercial aired on CBS and Golf Channel
227	07/08/2012 15:31:47	1.00	TN	30 second commercial aired on CBS and Golf Channel
228	07/08/2012 15:32:04	4.00	TN	30 second commercial aired on CBS and Golf Channel
229	07/07/2012 15:37:58	4.00	TN	30 second commercial aired on CBS and Golf Channel
230	07/08/2012 15:54:01	7.00	TN	30 second commercial aired on CBS and Golf Channel
231	07/08/2012 16:52:54	6.00	TN	30 second commercial aired on CBS and Golf Channel
232	07/08/2012 17:16:39	3.00	TN	30 second commercial aired on CBS and Golf Channel
233	07/08/2012 17:28:17	8.00	TN	30 second commercial aired on CBS and Golf Channel
234	07/10/2012 10:02:22	2.00	TN	30 second commercial aired on CBS and Golf Channel
235	07/10/2012 12:41:08	7.00	TN	30 second commercial aired on CBS and Golf Channel
236	07/10/2012 15:24:06	5.00	TN	30 second commercial aired on CBS and Golf Channel
237	07/10/2012 15:28:57	2.00	TN	30 second commercial aired on CBS and Golf Channel
238	07/10/2012 16:54:00	20.00	TN	30 second commercial aired on CBS and Golf Channel
239	07/10/2012 17:40:54	1.00	TN	30 second commercial aired on CBS and Golf Channel
240	07/10/2012 17:41:29	4.00	TN	30 second commercial aired on CBS and Golf Channel
241	07/10/2012 18:14:55	2.00	TN	30 second commercial aired on CBS and Golf Channel
242	07/11/2012 19:28:20	8.00	TN	30 second commercial aired on CBS and Golf Channel
243	07/12/2012 16:57:54	2.00	TN	30 second commercial aired on CBS and Golf Channel
244	07/12/2012 17:12:37	12.00	TN	30 second commercial aired on CBS and Golf Channel
245	07/13/2012 08:45:13	24.00	TN	30 second commercial aired on CBS and Golf Channel
246	07/18/2012 16:23:14	3.00	TN	30 second commercial aired on CBS and Golf Channel
247	08/14/2012 12:08:01	1.00	TN	30 second commercial aired on CBS and Golf Channel
248	08/15/2012 08:32:32	2.00	TN	30 second commercial aired on CBS and Golf Channel
249		3.00	TN	30 second commercial aired on CBS and Golf Channel
250				
251				



Matching  
Advertising  
Partnership  
Program

\$10,000 +

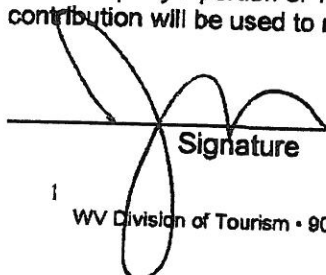
West Virginia Division of Tourism

## Applicant Disclosure and Participation Verification and Certification

The applicant and all partners shall disclose in the application the following:

- Will the applicant organization or any of my partners receive a "direct financial benefit" <sup>1</sup> if this grant approved? Yes ☐ No ☒  
If yes, please describe the benefit to be received:
- Will an employee or representative of the applicant organization or any of my partners receive a "direct financial benefit" <sup>1</sup> if this grant is awarded? Yes ☐ No ☒  
If yes, please identify the employee or representative receiving the benefit and describe the benefit to be received:
- Do other employees or representatives of the applicant or partner organizations have any vested interests in the project? Yes ☐ No ☒  
If yes, please identify the individual and describe the vested interest he or she may have:
- Is the applicant organization and all of its partners presently in compliance with all state, federal, and local laws, including but not limited to, Hotel/Motel tax and payments for workers' compensation insurance and Unemployment Compensation? Yes ☒ No ☐
- Is the applicant organization or any of the partners in this grant presently involved in a bankruptcy proceeding? Yes ☐ No ☒  
If yes, please identify which organization is presently involved in a bankruptcy proceeding and provide the name, address and telephone number of a person within that organization to be contacted regarding the particulars of the bankruptcy proceeding. <sup>2</sup>

By signature hereon, I hereby certify that the information supplied within this disclosure/ certification is true and correct and that I, the undersigned, have the authority to speak for and bind by my signature the below listed applicant organization (hereinafter referred to as "The Company"). I certify that I have reviewed the portions of the below listed MAPP application for the below listed project dates (hereinafter referred to as "The Project") that pertain to The Company and that these portions are true and correct to the best of my knowledge. I certify that The Company is to be an active participant in The Project, that The Company's portion of The Project is in the amount specified below, and that no share of this contribution will be used to match any other application awarded through this program.

 Signature \_\_\_\_\_  
President / Manager Title \_\_\_\_\_  
3/13/13 Date \_\_\_\_\_



**M**atching  
**A**dvertising  
**P**artnership  
**P**rogram

**\$10,000 +**

West Virginia Division of Tourism

Name: The Greenbrier, Jeff Kmiec

Applicant Organization: The Greenbrier

Company Address: 300 West Main Street, White Sulphur Springs, WV 24986

Project Name: Greenbrier Classic Broadcast Advertising Campaign

Project Dates: April 12 - December 31, 2013

Amount of My Contribution to this Project: \$577,000.00

*1 "Direct financial benefit" means that any portion of the total project cost will be received by the applicant or partner organizations, their representatives or employees or by an entity in which the applicant or partner organizations, their representatives or employees have an ownership interest.*

*2 Note: Involvement in a bankruptcy is not automatic disqualification from the MAPProgram, but the Tourism Commission reserves the right to request additional information regarding any bankruptcy proceedings to insure the state's money is being utilized appropriately.*

NOTE: Failure to disclose the above requested information shall result in the cancellation of any award to the applicant organization previously approved by the Tourism Commission and the disqualification of the applicant and partner organizations and their representatives from future MAPP awards. W.Va. Code R § 144-1-3.8.



Matching  
Advertising  
Partnership  
Program

\$10,000 +  
West Virginia Division of Tourism

## Partner Disclosure and Participation Verification and Certification

- Will the partnering organization in this application or any employee or representative of the partnering organization receive a "direct financial benefit" <sup>1</sup> if this grant approved?  
Yes ☐ No ☒  
If yes, please describe the benefit to be received and identify all persons receiving the benefit:
- Do other employees or representatives of my partnering organization have any vested interests in the project? Yes ☐ No ☒  
If yes, please identify the individual and describe the vested interest he or she may have:
- Is my organization presently in compliance with all state, federal, and local laws, including but not limited to, Hotel/Motel tax and payments for workers' compensation insurance and Unemployment Compensation? Yes ☒ No ☐
- Is my organization presently involved in a bankruptcy proceeding? Yes ☐ No ☒  
If yes, please provide the name, address and telephone number of a person within that organization to be contacted regarding the particulars of the bankruptcy proceeding. <sup>2</sup>

By signature hereon, I hereby certify that the information supplied within this disclosure/ certification is true and correct and that I, the undersigned, have the authority to speak for and bind by my signature the below listed partner entity or organization (hereinafter referred to as "The Company"). I certify that I have reviewed the portions of the below listed MAPP application for the below listed project dates (hereinafter referred to as "The Project") that pertain to The Company and that these portions are true and correct to the best of my knowledge. I certify that The Company is to be an active participant in The Project, that The Company's portion of The Project is in the amount specified below, and that no share of this contribution will be used to match any other application awarded through this program.

Jerry O'Sullivan      AIRPORT MANAGER      12/20/12  
Signature      Title      Date

Name: Greenbrier Valley Airport, Jerry O'Sullivan

Partner Entity or Organization: Greenbrier Valley Airport

Company Address: PO Box 329, Lewisburg, WV 24901

Applicant Organization with which you are partnering: The Greenbrier

Project Name: Greenbrier Classic Broadcast Advertising Campaign



Matching  
Advertising  
Partnership  
Program

\$10,000 +

West Virginia Division of Tourism

Project Dates: April 12 - December 31, 2013  
Amount of My Contribution to this Project: \$3,000.00

*1 "Direct financial benefit" means that any portion of the total project cost will be received by the applicant or partner organizations, their representatives or employees or by an entity in which the applicant or partner organizations, their representatives or employees have an ownership interest.*

*2 Note: Involvement in a bankruptcy is not automatic disqualification from the MAPProgram, but the Tourism Commission reserves the right to request additional information regarding any bankruptcy proceedings to insure the state's money is being utilized appropriately.*

NOTE: Failure to disclose the above requested information shall result in the cancellation of any award to the applicant organization previously approved by the Tourism Commission and the disqualification of the applicant and partner organizations and their representatives from future MAPP awards. W.Va. Code R § 144-1-3.8.